

May 6th, 2008

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street SW  
Washington DC 20554

Dear Ms. Dortch:

New Vision, the Yakima County Development Association, is concerned that the Federal Communications Commission (FCC) is considering onerous and complex new regulations to ensure that local broadcasters operate in the public interest. We appreciate the FCC's ongoing interest in this area but feel our local television stations are doing an excellent job of covering key local issues.

We are a non-profit corporation created to enhance the income and employment stability of the local economy. Local stations like KAPP-KVEW cover local business and economic issues routinely and our organization benefits tremendously from this coverage. KAPP-KVEW also routinely produces public service announcements about New Vision and our work within the region. These spots help by raising our organization's image and educating the public about our ongoing work.

In addition to helping our organization, our region's television stations are heavily involved in the community. Station managers sit on community boards, participate in service clubs, and exhibit interest in wide ranging local issues. Staff and management at these stations work effectively to provide stories and promote the public interest. New Vision feels that any additional FCC reporting requirements imposed on local television stations may impact the quality of information in a negative way, resulting in less adequate programming. In light of our comments, we hope you consider the need for new regulations very carefully.

Sincerely,

David McFadden  
President  
Yakima County Development Assn.